

Mrs. America Designed
Wards New
Electric Ranges

MONTGOMERY WARD

7,000 Women Said:

"THIS IS WHAT WE WANT IN AN ELECTRIC RANGE!"

Wards questioned 7,000 American women in a recent nation-wide survey. "What are the things you want most in your new electric range?" we asked. They answered in detail, and Wards developed a *completely new, completely modern* electric range—a range actually *designed by Mrs. America* to fill every modern cooking requirement.

THEY GAVE THEIR OPINIONS ON STYLE...FEATURES...SIZE

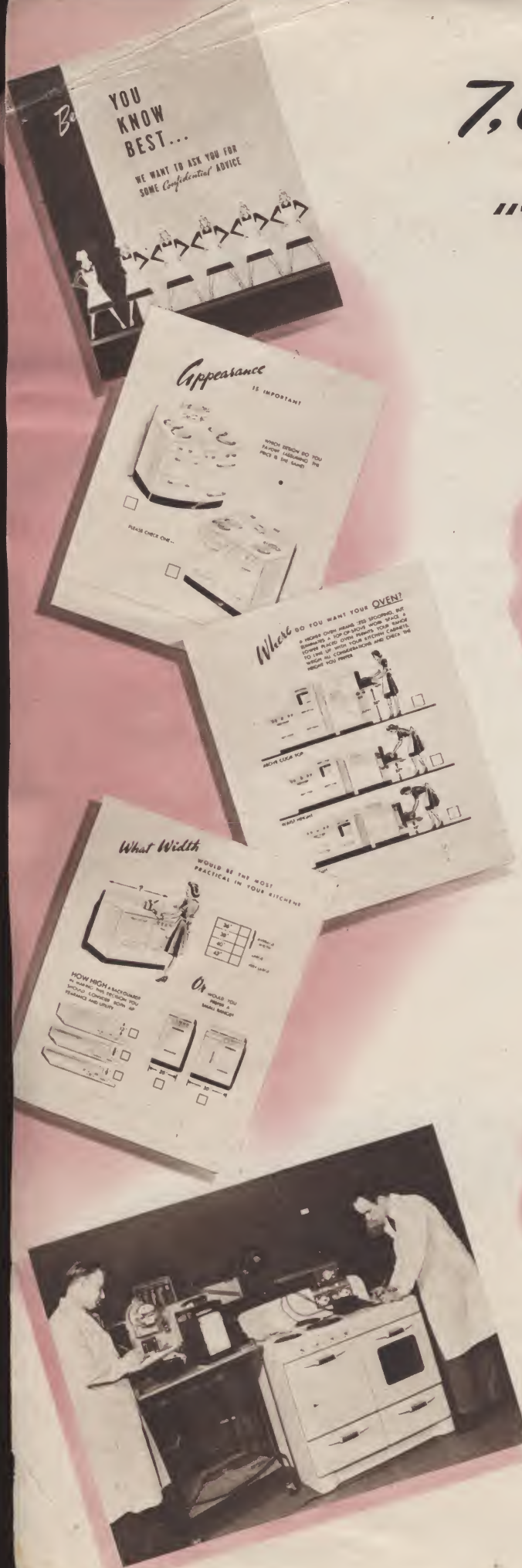
"The ideal range should be styled to fit any kitchen," American housewives stated! "It should cook faster and more economically. It should be up-to-the-minute in automatic kitchen-time-savers. It should be designed not only to save time, but to lighten work. It should be **BIG**—with plenty of working space—capable of handling any cooking job."

THEY EMPHASIZED THESE SPECIFIC IMPROVEMENTS:

"Give us a **GIANT** oven," they demanded. Wards new range has the *largest* oven of any home model electric range! "Give us **GIANT** heating units for speed-cooking and handling largest pots and pans!" Wards new **GIANT** units answer every cooking need—they're easy to clean, easier-to-keep clean!

WARDS TESTED EVERY NEW DEVELOPMENT...

"Give American Women tops in cooking speed and range efficiency," we told the engineers. "Keep striving for absolute dependability of performance. Produce every cooking convenience they asked for." Finest laboratory technicians tested the new Ward Electric Range. They checked every feature, spent considerable time in developing heating units that used a minimum of current, made cooking more economical, and more efficient as well!





ENTHUSIASTIC HOUSEWIVES MADE THIS COMMENT:

Cook Electrically AND YOU'LL NEVER
COOK ANY OTHER WAY!"

Faster YOU SPEND LESS
TIME IN THE KITCHEN . . .

"Electricity is a great time-saver because it's so FAST," electric-range users told us. The new Ward Electric Range cooks food as fast as food can be properly cooked. The new improved units maintain cooking temperatures, and have amazing speed. Because less water is required, they actually cook faster, retaining all healthful vitamins. The automatic oven will *cook a complete meal all by itself* while you are out shopping or relaxing—freed of kitchen drudgery.

Cleaner LESS SCOURING—
NO DINGY CURTAINS

Enjoy a clean, fresh-air kitchen. Electricity is the cleanest of all heat. Your cooking pans retain their brightness. It's *sootless* heat—walls, windows and curtains stay *cleaner* longer. The new Ward Electric Range has many easy-to-clean features . . . massive one-piece top, backguard and control panel . . . one-piece oven with rounded corners . . . all white porcelained base-to-floor design.

More Economical LOWER COOKING
COSTS MAKE BIGGER SAVINGS

You not only cook *better*, with less effort, but at LOWER COST! Cook an entire meal in Wards GIANT oven, and you use current about *one-fifth* of the time. The balance of the time, your food cooks on stored heat—only enough heat is used to cook your food properly. Wards 7-speed units keep top-of-stove cooking costs surprisingly LOW, providing just the right heat for every cooking need.



GIVE US A "BETTER LOOKING RANGE"—THEY SAID. SO WARDS BRING YOU

Lasting Beauty **FOR *your* KITCHEN!**

Pleasing all-white beauty, with just the right touch of sparkling chrome, to give new life to any kitchen! Streamlined white loveliness, constructed to look as well during the years ahead as it does right now! *That's* the new Ward electric range! Mrs. America asked for a completely new, completely modern range . . . and this is it—a joy to cook with, a pleasure to look at—a range that's easy-to-clean and easier-to-keep clean.

Wards new range is massive
—built to last—designed
to handle any cooking
job with ease.





7,000 WOMEN SAID: "WE WANT TO COOK AT LOWER COST". WARDS SAY

COOK A *Complete Meal* FOR ONLY 1¢*

DEEP-WELL COOKER CUTS COSTS . . . PRESERVES FOOD VITAMINS . . .

- 6-quart capacity
- 7 operating heats
- Timed by automatic clock

Foods not only cost less to *prepare* in Wards economy deep-well cooker, but they *taste better* . . . because the natural rich flavors are cooked right in. Yes—the deep-well cooker is a great *time-saver*, too. Controlled by the automatic clock, it will cook a complete meal for your family, while you "take the day off." Wards 7-heat control saves current too.

* Based on a Nation-Wide Current Cost Average.



**Your Ward Deep Well Cooker
is a versatile kitchen helper!**

Here are a few of its many uses:



SOUPS

Savory meat or vegetable soups can be cooked inexpensively in the deep well cooker on low heat. Soup stock can be tastily rendered without attention.



VEGETABLES

Several fresh vegetables can be cooked at the same time in the economy well cooker, each retaining its own color and individual flavor.



MEATS

Meats are easily and quickly stewed or pot roasted to their full flavor. Even less expensive cuts of meat can be cooked to a palate-pleasing tenderness.



DEEP FRYING

Especially designed and engineered for deep-fat frying. Ideal for such tasty delights as: french fried potatoes, oysters, fish fillets, croquettes and doughnuts.



CANNING

A quick, clean, modern way to can is in the deep-well cooker. Easier, more economical—your kitchen stays cooler, canning goes faster.



STERILIZING

Sterilize babies' bottles, jelly glasses, small fruit jars or dishes easier and faster. Deep-well cooker container is easily, quickly removed by convenient handles.



THOUSANDS REQUESTED THIS HELP:

A *Kitchen Maid* FOR ONLY A FEW CENTS A DAY!

Wards automatic timer-clock is like having an efficient, completely dependable maid in your kitchen. Want to go out for the afternoon? Go ahead. With a twist of the wrist you set the timer dials, and your cooking worries are over. Your GIANT Ward oven or deep-well cooker will turn on or off automatically while you are miles away. Dinner will be superintended scientifically just as though you were there. The range-top appliance outlet works automatically too—plug in your kitchen radio at night, set the timer, and hear your favorite morning program without getting out of bed! Yes—the convenience and efficiency of Wards automatic timer will help you to enjoy more “better living”!



ECONOMY DEEP WELL COOKER

Controlled by the automatic timer, this valuable “kitchen servant” will cook a complete meal for you when you’re not at home. Economical 7-heat unit gives the right temperatures for cooking, deep fat frying or sterilizing!



PREPARES COFFEE —STARTS RADIO

The automatic timer operates the range-top electrical outlet—starts your coffee on time every morning, has it ready by the time you’re dressed. Yes—heats the waffle iron or turns on your radio and turns them off too!





THEY DEMANDED GREATER HEAT CONTROL—AND HERE IT IS!

THE RIGHT HEAT FOR *Every* COOKING NEED!

7 DIFFERENT HEATS IN EACH UNIT



IDEAL FOR FRYING

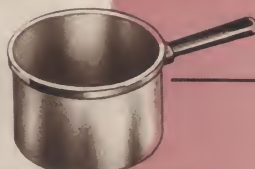
Heating units in TWO sizes—both with 7 heats—both scientifically "tailored" for heat needed and pan size used.

Wards new rod units, made of high nickel alloy steel, give longest cooking life! Specially engineered for faster heat, better heat distribution—they're the finest units made!



GENTLE WARMING

The low wattage gives you just enough heat to keep foods warm and ready to serve. Ideal for baby's bottle.



FOR ACTIVE COOKING

Best known heat for maintaining a constant boil or deep fat frying. Special alloy units give longest service.



SIMMER SPEED

Maintains right heat to keep foods at a gentle boil. Excellent for stewing or braising inexpensive cuts of meat.



FOR SMALL UTENSILS

"Coffee pot heat"—an ideal center "hot spot" for cooking in small utensils or using melting cups for butter or fat.



FOR SLOW COOKING

The correct heat needed to keep large quantities of food steaming... or to make delicious custards and sauces. You use a minimum of current—cost is LOW!



WATERLESS COOKING

This heat gives you the temperature best for healthful waterless cooking. Holds foods at a boil. Steams vegetables.



EASY-TO-CLEAN UNIT DRIP BOWLS

No smoking, hardening or smelling of boil-overs on cooking units. Unit drip pans lift out easily for cleaning.



INDIVIDUAL UNIT SIGNAL LIGHTS

A small signal-light reflector turns on when surface units are heating—a constant reminder to you. Saves current.



THRIFTY HOUSEWIVES STATED EMPHATICALLY:

"WE WANT A RANGE MADE TO LAST—A RANGE OF

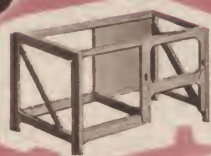
Finest Construction

**ENGINEERED BY EXPERTS—
PRODUCED BY A FAMOUS
MANUFACTURER...DESIGNED
BY LEADING STYLISTS:**

One of the finest engineering laboratories in America—headquarters of a nationally famous maker—developed the outstanding construction details of the new Ward electric range. Leading designers developed the pleasing style and gracefully rounded design. Wards specified finest materials in the manufacture, and employed a maker whose reputation for craftsmanship is unexcelled.

It's a Big Range!

40 inches wide by 26 inches deep by 36 inches high—that's a BIG range with plenty of working space for you—EXTRA space in the oven and EXTRA storage room for pots or pans.



BUILT LIKE A BATTLESHIP

Built like those tough rugged giants that lead the fleet. It's made of finest-quality heavy-gauge steel. Massive cross-bracing makes the range-frame permanently rigid—ready for hard wear and for years of service.



ACID-RESISTING ONE-PIECE TOP

Wards one-piece top, backguard and control panel eliminates the grease-catching seams found on most other ranges. The glossy white porcelainized finish gives your kitchen that "spotless" look. AND, it's easy-to-clean!



FIBERGLASS OVEN INSULATION

New, heavy fiberglass insulation cuts current costs by keeping heat *in* the oven and *out* of the kitchen. Fiberglass is today's outstanding cool insulating material—it can't rot, will not burn, does not absorb moisture.



90% SAID, "WE WANT A BETTER BROILER!" WARDS HAVE IT:—

A BROILER THAT'S *High Speed...* WITH NEWEST FEATURES



- It's waist-high. Less stooping
- 3000-watt FAST broiling unit
- Will brown 9 slices of toast evenly
- Porcelained reflector for even heat
- Smokeless! Kitchens stay cleaner!
- Easy-to-clean porcelained interior
- Automatically controlled!
- Charcoal-like broiling action!

Enjoy the tasty tenderness of broiled steak and chops done just the way you want them . . . on this convenient broiler. Automatically controlled 3000-watt unit broils FAST when you need it, or slow for "melt-in-your-mouth" meals where taste-flavors and vitamins are *broiled in*. Tasty juices drain into *smokeless* porcelained drain pan, to be saved for rich gravies. Just the right height, this no-stoop broiler slides out waist-high . . . a pleasure to work with.

SMOKELESS BROILER PAN



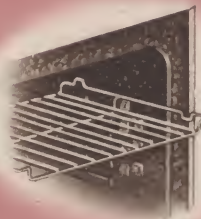
No sputtering or splashing of fats with Wards smokeless drain pan. Fats drain away from heat, are saved to help improve your meals with gravies or sauces. Your kitchen stays smoke-free!

BROILER DOOR STOP

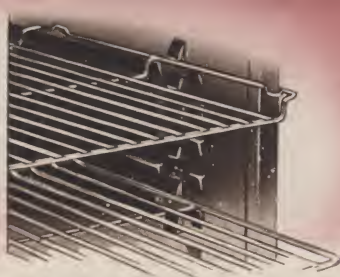


For faster, better broiling results, automatic door-stop keeps oven door partially open. Charcoal-like broiling action is encouraged; meat shrinkage is reduced—minimum of current is used.

ADJUSTABLE BROILER RACK



Place broiler pan at just the height for broiling steaks of different thicknesses, juicy chops, fryers. Adjustable rust-resistant broiler rack slides in and out easily on embossed guides.



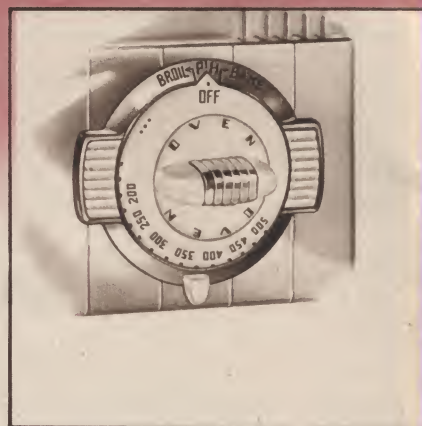
ADJUSTABLE OVEN RACKS

Embossed rack guides with positive stops allow easy shifting and sliding of shelves—prevent accidental spilling. Rust-resistant racks adjust to 10 different positions.



GIANT-SIZE OVEN

Yes, it's the BIGGEST ever developed for a home-model electric range—6120 cubic inches of space! BIG enough for a Holiday feast—efficient enough for a dinner for two.



A Big Oven

- GIANT-OVERSIZE OVEN WILL HOLD A 25-POUND TURKEY WITH EASE!
- AUTOMATIC ELECTRIC OVEN LIGHT TURNS ON WHEN DOOR OPENS!
- AUTOMATIC TIMER REGULATES HEAT —IMPROVES YOUR COOKING!
- OVEN VENTED THROUGH COOK-TOP PREVENTS WALL DISCOLORATION!
- PORCELAINED OVEN WITH ROUNDED CORNERS IS EASY-TO-CLEAN!
- IT'S F-A-S-T—5000 WATT HEATING UNITS CUT PRE-HEATING TIME!



It's a BIG range—a more modern, easier-to-clean range that will pay for itself in many ways



AUTOMATIC OVEN PREHEAT CUT-OFF

Both oven units pre-heat in a jiffy—when the proper temperature has been reached, automatic cut-off turns off upper unit, and the automatic regulator takes over, maintaining temperature with the lower unit.



OVEN DOOR WINDOW

Eliminate baking failures! A flick of the switch lights your oven, and you can watch your meal brown beautifully through the window. No oven "peeking," heat remains steady.



EASY TO CLEAN OVEN

All of the corners of this oven are rounded—no scratching or scraping to get dirt out. One-piece interior is fully porcelainized! Yes—it's designed to be the *easiest-to-clean* oven made!

...WITH THE FEATURES YOU WANTED MOST!

Every worthwhile cooking advantage has been built into this superb oven! *Save time!* Let the automatic timer clock watch the baking job while you do other things. *Save steps!* Prepare an entire meal *in the oven*, from steaming entree to luscious desserts—let the oven regulator guard it while you relax. *Save worries!* A flip of the switch illuminates the entire oven—you can watch a turkey brown to golden goodness before your very eyes, or see cup custard bake "just right."

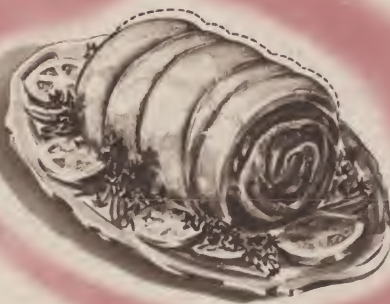
FOODS BAKE AND BROWN EVENLY IN A WARD *Electric* OVEN!

Pies, cakes, biscuits and roasts turn out beautifully browned, tenderly baked in this fine oven; *yet the oven current is on about ONE-FIFTH of the time!* The other four-fifths of the time you cook on stored heat—your oven regulator measures oven temperature just as you measure ingredients for a cake—turns heat on when required—turns it off when the correct temperature is reached. As a result, you cook complete oven meals for LESS!



FIBERGLASS OVEN INSULATION

Prepare *meals* in comfort, even on hot days! Your kitchen stays cooler because this oven is surrounded by a heavy blanket of fiberglass. Heat stays *in the oven*—current costs are LOWER!



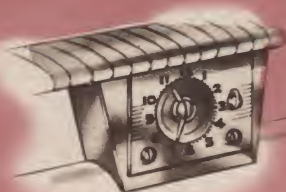
WARD SUPER OVEN CUTS MEAT-SHRINKAGE

Save up to 20% on the cost of meat alone! This fine oven cooks roasts at low temperatures—holds heat even, tenderizes meats, reduces meat shrinkage, saves precious vitamins!



FLUORESCENT LAMP

- 1 Streamlined modern design that illuminates the entire top of your range with just the right amount of cool, shadowless, glare-free light.



AUTOMATIC TIMER

- 2 All you do is set the Automatic Timer Clock . . . in your absence it turns on and off as necessary. When you return, dinner is perfectly baked.



TIME MINDER

- 3 Simply turn the knob to the minutes needed. Times any operation from 3 to 60 minutes. A signal bell rings to remind you when time is up.

Mrs. America

WILL COOK WITH *Pleasure* USING THE

ELECTRIC RANGE

Conveniences SHE ASKED FOR!



OVEN LIGHT

- 7 Automatically turns on when door is opened, flooding oven interior with light. Operates with switch so you can watch progress of baking foods through oven window.



CLEAR-VUE WINDOW

- 8 Eliminate baking failures! The modern, heat-resistant glass oven window makes it unnecessary to open the oven door during baking. Temperatures are constant—baking is faster!



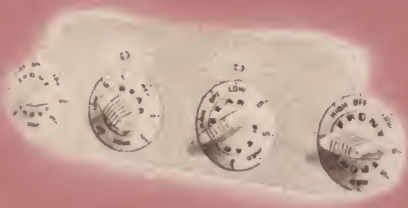
STORAGE SPACE

- 9 No detail has been overlooked to assure you of convenient, carefree cooking. A large storage compartment and two easy-sliding drawers provide space for pots and pans.



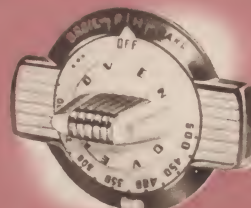
APPLIANCE OUTLET

- 4** Can be operated by the Automatic Timer Clock! For electrical appliances used at the range: coffee-maker, radio, waffle iron or toaster.



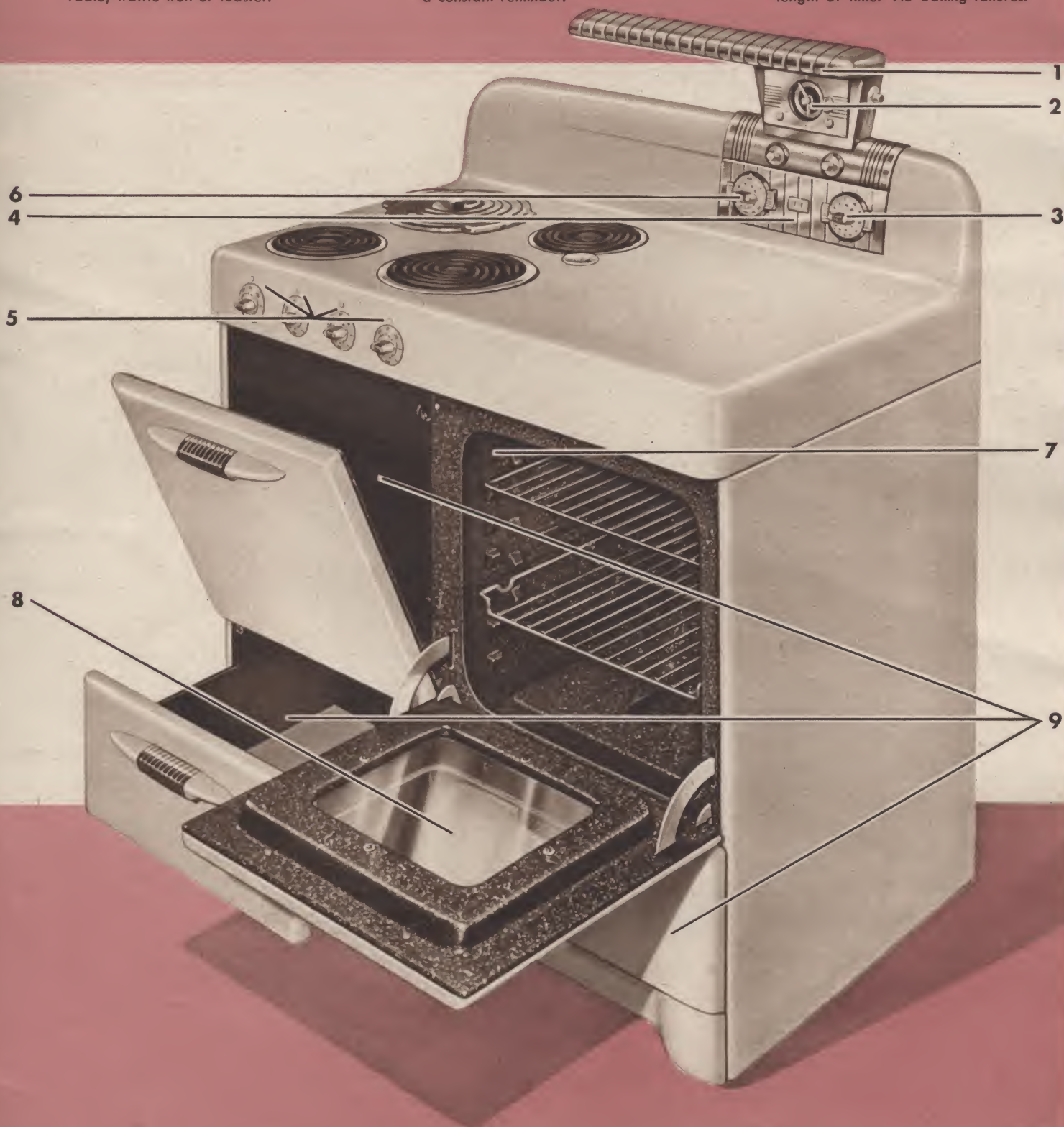
SIGNAL LIGHTS

- 5** No forgetting to turn heat off! Surface units have signal light on range front to tell you when units are on—a constant reminder.



OVEN HEAT CONTROL

- 6** Select the exact heat you need for any baking job. Automatic control maintains oven temperatures for any length of time. No baking failures.





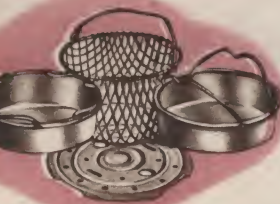
SIGNAL LIGHT for EACH TOP UNIT

A greater safety, greater economy feature! Light above each unit dial turns on when you turn the dial.



HANDY WARMING COMPARTMENT

Alongside the oven—the ideal spot for raising bread, biscuits, for keeping foods warm until serving time.



WELL COOKER ACCESSORIES

The 6-quart deep well cooker has two 2 aluminum pans as well as a deep fat frying basket and adjustable trivet.



GLASS WINDOW IN OVEN DOOR

Watch roasts cook to delicious tenderness without opening the oven door! Look through the "Clear-Vue" heat-resistant oven window.

THE WARD *Supreme* ELECTRIC RANGE

- Oven light turns on when door is opened
- Automatic timer clock
- Chromed fluorescent lamp
- Automatic Oven Preheat Cut-off

This is the range Mrs. America is waiting for—built with every cooking convenience modern manufacture can provide! *It's Wards finest electric range!* Completely new in every detail! Completely modern in every time-saving feature! You have new hours of freedom when you own this range—the automatic timer clock controls the GIANT oven, deep-well cooker, and appliance outlet—they cook for you while you relax! Clear-vue oven window permits you to watch baking or roasting; no more cooking failures.

BUY NOW ON WARDS CONVENIENT MONTHLY PAYMENT PLAN

Ranges on these pages are 40 inches wide by 26½ inches deep and 36 inches high to the cook top, 43½ inches to the top of the backguard.



THE WARD *Deluxe* ELECTRIC RANGE

- Waist-high, smokeless broiler
- LARGE 15" x 17" x 20" oven
- Automatic oven light
- Electric appliance outlet

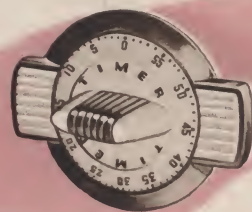
All the quality of Wards finest range, with most of its outstanding features, yet priced *lower* than other fine ranges of this type! Beautiful *all-white* styling that will "lift-the-face" of your kitchen! Time-saving—step-saving automatic timer clock gives you hours of freedom every day! You'll find it a real pleasure to use the *waist-high* "no-stoop" smokeless broiler! You'll like the GIANT oven and the convenience of the oven light. You can "watch" your roasting or baking foods, without opening the oven door!

AVAILABLE ON CONVENIENT MONTHLY PAYMENT PLAN . . .



AUTOMATIC TIMER CLOCK

Wards Automatic Timer Clock "watches" the meal for you .. turns the oven on and off automatically while you're away.



INTERVAL TIMER

Times any cooking from 3 minute eggs to 60 minute cakes. Signal bell reminds you when time is up. Saves current. Saves foods.



FLUORESCENT LAMP

Floods entire top of the range with a soft glare-free light. Streamlined style accents the beauty of the range.



REVERSIBLE OVEN RACK

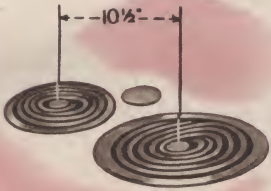
10 different adjustments possible with reversible, rust-resistant oven racks. Racks slide freely on embossed glides.

THE WARD *Master* ELECTRIC RANGE

- One-piece top, backguard and control panel
- Automatic oven heat control
- 6-quart Economy Well Cooker
- Surface units have 7 different heats

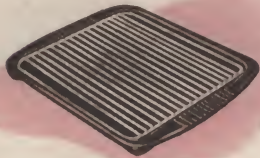
APPLIANCE OUTLET

Plug-in the coffee-maker, toaster, waffle iron, electric mixer—even the radio. Save steps in preparing every meal!



10½ INCH UNIT CENTERS

10½-inch unit centers provide ample space for largest pans, kettles—eliminate crowding. Make cooking easier.



SMOKELESS BROILER PAN

No smoking from the waist-high broiler—broiler pan drains fats away from heat—pan is ideal for gravy making.



OVEN HOLDS 25-LB. TURKEY

The GIANT 17" x 18" x 20" oven is so LARGE, it will roast a 25-pound turkey—finish it to a luscious golden-brown.

A fine range, with many features of Wards BEST! Beautifully styled to bring charm to your kitchen! Made with time-saving conveniences that not only give you time to spare, but improve your cooking results as well. You'll admire the GIANT oven, with its spaciousness and easy-to-clean rounded corners. You'll be thankful for the automatic heat control that eliminates your baking worries. You'll be pleased with the economy of the deep-well cooker . . . and you'll be impressed that Wards PRICE could be so LOW!

AVAILABLE ON CONVENIENT MONTHLY PAYMENT PLAN . . .

Master range is 40 inches wide by 26½ inches deep, and is 36 inches high to the cook top.



Deluxe QUALITY—DIVIDED TABLE TOP

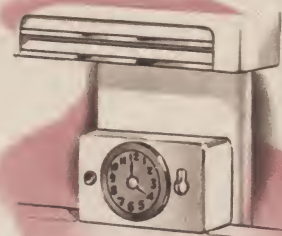
- Divided-top convenience
- Waist-high smokeless broiler
- 5-quart Deep-well cooker
- Takes floor-space of 39¼" x 22"

Outstandingly beautiful! Outstanding features to heighten your cooking pleasure! Convenient divided top handles largest pans or kettles without crowding range-top, even with all units in operation. Large center serving-table space! Automatic oven timer-clock and temperature control handle any cooking problem while you are free for other things! Automatic light floods oven with illumination when door is opened. Chromalox long-life heating units give dependable service.

USE WARDS MONTHLY PAYMENT PLAN

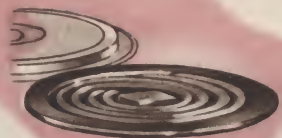


Divided top range is 39¼ inches wide by 22 inches deep and is 36 inches high to the cook top.



AUTOMATIC TIMER CLOCK

Automatically turns current on and off in oven or deep-well cooker—prepares meal for you—saves current, saves time.



CHROMALOX TOP UNITS

New long-life chromalox rod-type units for correct heat. 7 accurately controlled speeds—fast—efficient—economical.



PILOT LIGHT FOR TOP UNITS

Pilot light on the backguard illuminates when any top unit is on—a reminder to turn off current when cooking is done.



PLENTY OF STORAGE SPACE

Big compartments on either side of oven, easy gliding drawer under oven... cutlery drawer—towel rack.



THE WARD *Standard* ELECTRIC RANGE

- Automatic oven pre-heat cut-off
- Handy electrical outlet
- 7-speed Heatflo top units
- Large utensil drawer

Feature for feature, here's one of the finest electric ranges sold within *dollars of Wards low price!* Speedy, economical, specially-designed Heatflo top units are not damaged by boilovers. BIG, super-speed oven is fully porcelainized for easy cleaning! Automatic oven control with pre-heat cut-off turns pre-heating units off when desired temperature is reached! Spacious storage drawer will hold your pots and pans.

Standard range is 39¼ inches wide by 22 inches deep and is 36 inches high to the cook top.



THE WARD *Major* ELECTRIC RANGETTE

- Size 20" wide x 22" deep
- Handy convenience outlet
- Porcelainized, insulated oven
- Automatic oven heat control

Ideal for small apartments or homes . . . and priced to save your dollars! Takes a floor space of only 20" by 22" . . . yet has all the cooking features of a full-size range. Easy-to-clean white porcelainized finish, base-to-floor, flush-to-wall design. A BIG 2-unit Hi-heat oven with Automatic heat control and pre-heat cut-off. 7-speed Heatflo top units. Electrical outlet for appliances.

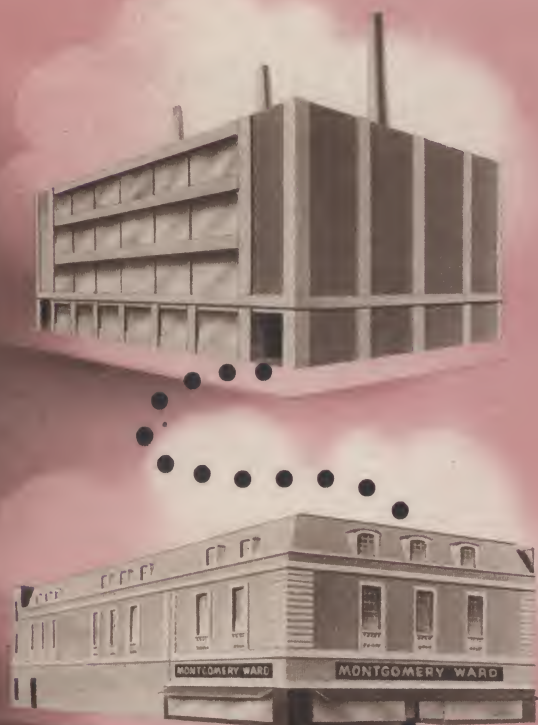
AVAILABLE ON CONVENIENT MONTHLY PAYMENT PLAN . . .

WARDS *Electric Ranges*

SELL FOR LESS!

HERE'S WHY:

Wards save money in the SELLING of electric ranges, but *not* in the MAKING of them. In the making, Wards stress quality . . . from the base, clear through to the top. Dollar for dollar, your Ward electric range costs just as much to build as famous makes sold *anywhere*. In SELLING, however, Wards prices for quality merchandise are LOWER . . . because of Wards direct distribution method: Wards buy for 637 retail department stores, 216 Catalog Order stores and 9 great mail order houses. Huge purchases are made *direct from the factory*, then sold *directly to you*. This method of doing business eliminates costly middleman's profits. It eliminates also the expense of double-handling, double warehousing and other high selling costs. Wards money-saving distribution method is *streamlined*—free of frills—geared with one purpose in mind—to give you the BEST, for LESS!



Enjoy **YOUR Range NOW**
while you pay out of **INCOME**
USE WARDS CONVENIENT MONTHLY PAYMENTS!

WHY WAIT? Enjoy all the newest time-and-work-saving cooking conveniences in your kitchen NOW! Use Wards Monthly Payment Plan—cook on a Modern Ward Electric Range—pay for it conveniently out of income.





MONTGOMERY WARD

Digitized by



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